

Radio  
Network Committee

KTCA-TV  
TWIN CITY AREA EDUCATIONAL TELEVISION CORPORATION  
CHANNEL 2  
MINNEAPOLIS • ST. PAUL  
MINNESOTA

St. Paul 8, Minnesota

JOHN C. SCHWARZWALDER  
General Manager

Telephone  
Midway 5-5565

October 24, 1960

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LORING M. STAPLES

HAROLD E. WOOD

Mr. William G. Harley, President  
National Association of Educational Broadcasters  
DuPont Circle Office Building  
1346 Connecticut Avenue, N.W.  
Washington 6, D. C.

Dear Bill:

A couple small items concerning the Radio Network Committee that were brought up at the convention while they are still fresh:

1. John von Szeliski, University of Tampa (Florida), is anxious to work on the Radio Network Committee. He wrote to me earlier in the year, when the 1960 committee assignments were announced, asking that he be considered whenever new members were added. He restated his interest at San Francisco. Appears to be an intelligent sort of guy. I believe he worked for Jim Miles during his student days. Jim might be able to give an appraisal if you think necessary.
2. There seems to be some confusion among the unwashed regarding the functions of the various network-related committees. It was suggested that we revert to the old name, Network Acceptance Committee. Since this describes the basic job of the group, I see no objection. Your decision.
3. Ray Giese, who is filling my boots at WOI, is a good worker. I am sure he would do a good job on Network Committee...or any other you might see fit to assign him to. I suggest the Network because, as WOI Program Director, he has handled all tapes for several years. Smart boy and knowledgeable re NAEB network affairs.
4. I will be glad to continue as chairman for the coming year, if you wish. At the same time, I know that in my new job at KTCA, I appear to some as a "Lame Duck" member. Please do as you think best. Possibly a change in chairmanship is due under a three-year rotation pattern anyway.


Mr. William G. Harley

October 24, 1960

Whatever your feeling, please know I will be happy to continue in present capacity, or to accept any other assignment you feel might be more useful to NAEB.

It was a great convention!

Regards,



Richard F. Vogl  
Chairman,  
Radio Network Committee

RFV:ah

cc: Mr. Robert E. Underwood, Jr.

WTDS

*The Radio Voice of the Toledo Public Schools*

91.3-FM

Radio-TV Education Department . . 1901 West Central, Toledo 6, Ohio . . Greenwood 9-5373

HARRY D. LAMB

DOROTHY KELLOGG

MILDRED COWELL

DOROTHY MATHENY

March 1, 1961

Mr. William G. Harley  
President, NAEB  
Suite 1119  
1346 Connecticut Ave., N.W.  
Washington 6, D. C.

Dear Bill:

I haven't had your answer to my letter of February 7. Kay Lardie did answer, gave me her blessing, and gave me a drubbing for calling the judging of submissions subjective. My plea can only be another generalization: all judgments are subjective, but some are less so than others. (I'm enclosing a copy of her letter.)

Now Bob Underwood (in a postscript of a letter on another subject) writes that John von Szeleski has been dropped from the 1961 School Committee and asks me whether I'd "like to ask another party to take his place" and to send notice of my choice to you and him. He assumes my acceptance of the chairmanship, but I was serious (and am serious) in not wanting to accept unless we could shift the nature of the committee function as indicated. It may not get any better results, but we could try.

As for a substitute for Mr. Szeleski, I'd suggest any producing member of the NAEB using the Radio Network Service. If you wanted Florida represented, then Roy Flynn of WFSU-FM or Clif Mitchell of WTBS-FM or Mark Frutchey of WPRK-FM would be eligible.

Sincerely,

*Harry D. Lamb*

Harry D. Lamb  
Director

HDL/jb

Encl.

CC: R.E. Underwood

COPY

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DETROIT PUBLIC SCHOOLS  
DEPT. OF RADIO-TV EDUCATION  
Division of Instruction

WDTR  
90.9 FM Radio

9345 Lawton Avenue - TYLER 4-4188  
Detroit 6, Michigan

WTVS - Channel 56  
UHF Television

February 8, 1961

Mr. Harry D. Lamb, Director  
Radio Station WTDS  
1901 W. Central Avenue  
Toledo 6, Ohio

Dear Harry:

I have the copy of your letter to Mr. Harley relating to your accepting the chairmanship of the Radio Network School Committee. I do hope that you have accepted this honor, because if anyone can bring it to new life you can do it.

I have always believed that NAEB was expecting a great deal from this particular committee, inasmuch as there never was a fund to enable the group to have adequate meetings and to prepare necessary materials for the membership. I know that this service is the life blood of many of the smaller stations, and I am sure they could not operate without the aid they have received through the tape service. It would be wonderful if stations would be willing to prepare the series that are needed; but, frankly, I don't think some people really know what they want. All the programs offered come from stations in full operation and are offered by these individual stations because they meet the individual needs of the community. It is quite possible that they meet the needs of other areas also.

I don't agree that the judging was "not objective," because we really took this job seriously. I know that in my own case, our entire staff gave critical appraisals of all series. Then, we observed groups receiving the programs (these were the age group of the intended audience) and based our judgment on these reactions. In no case did I ever form a judgment about the program because it came from a certain station. We certainly hope and expect that programming will improve year by year in every area.

This is just a note to wish you good luck in your endeavors and to give you my blessing on your new job.

Sincerely,

/s/

Kathleen N. Iardie, Director  
Department Radio-TV Education

KNL:vh



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*Radio-TV Education Department . . 1901 West Central, Toledo 6, Ohio . . Greenwood 9-5373*

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HARRY D. LAMB

DOROTHY KELLOGG

MILDRED COWELL

DOROTHY MATHENY

February 7, 1961

Mr. William G. Harley  
President, NAEB  
Suite 1119  
1346 Connecticut Ave., N.W.  
Washington 6, D. C.

Dear Bill:

I should like to accept the chairmanship of the Radio Network School Committee, but before I do I think we should review the function of the committee, its method of operation, and decide whether it is the best possible means of serving the needs of the membership. I raised the question last year with Kay Lardie (copies of correspondence enclosed - Kay's letter of March 18, 1960, and mine of March 23). I'd like to carry it a bit further:

1. Our present method of supplementing local in-school programming is too happenstance. We have no assurance that anything will be offered. We are entirely dependent on chance for the subject matter, grade (or audience) level, method of development, authority and accuracy of information, and production competence.
2. The circumstances under which we operate when judging submissions are not objective, but highly subjective; perhaps inescapably so when the judges hear but two programs in a series and must rely on them, the handbook, and the presumed authority for content and presumed competence to produce a series with the same quality as the samples. It is almost impossible to be objective about series coming from a station whose other offerings have been either exceptionally good or exceptionally bad.
3. Submissions of in-school programming might be solicited from colleges and universities as Kay Lardie suggested last year (her letter of March 18, 1960). Certainly there is competency in many of them, but a competency that seems in some instances only to have flowered when a grant-in-aid was given. But it is undeniable competency both in script and production and I can see no reason why we shouldn't ask them to originate in-school series as a public and school network service.

Therefore, I suggest that the function of the Radio Network School Committee should be to ascertain the needs of the member stations in terms of educational series and then to solicit script and production services from competent

Mr. William G. Harley

Page 2

February 7, 1961

members. In some instances scripting ability may exceed production ability and vice versa, and we may find it desirable to use different members for each. This does not exclude consideration of series independently developed and submitted, but it would guarantee a core of solid programming needed by the membership.

Sincerely,

A handwritten signature in blue ink that reads "Harry" followed by a stylized flourish and the initials "DL".

Harry D. Lamb  
Director

HDL/jb

Encls.

CC: R.E. Underwood

SUBJECT: NAEB Radio Network School Committee

FROM : Kathleen N. Lardie, Chairman

TO : All Committee Members

DATE: : March 18, 1960

I presume that all of you have at hand the letter from Bob Underwood dated March 15 regarding our committee's responsibilities for next year.

We realize that our task is a most difficult one because as I see it, it is impossible for us to have any meetings together -- that is, meetings financed by NAEB.

Therefore, I hope you will plan to be at the Columbus meeting, May 3, and in preparation for this meeting, may I suggest the following:

1. Will you again list the criteria we should hold to for all programs to be accepted for distribution by NAEB. When I receive your list, I will consolidate them and send you a rough draft for your approval. I think we should publish this criteria in the Newsletter.
2. Will you send any suggestions you have for encouraging people to submit programs for the network? You recall that last year a suggestion was made that each station in the nation be given a small grant and asked to use this for the production of a program for the network. Bob tells us our offerings this year are nil and maybe we can implement the notice that he is sending out regarding contributions.
3. If and when programs are sent to us to preview, would you be willing to try the programs out on some school group in your area so that we might have a very definite reaction from the contemplated audience before we decide upon the merits of the series.
4. What would you think of asking Bob to let us review programs that are submitted for colleges and universities? It might well be that many of these might be suitable for the in-school offerings. You recall that we mentioned to the Convention last year that it might be possible some of the in-school offerings could be of interest to university and college groups.

I would also appreciate receiving from you any suggestions you might have pertaining to our day's meeting. What matters are of first importance? How should we proceed? I am a little discouraged at this point, but let's try to carry through at least until after our main meeting to see if we can come up with something that will be helpful to NAEB.

I am enclosing a copy of the letter I am sending Bob. Do give me your reaction.

KNL:cnb /s/ Kay

COPY

COPY

STATION WIDS  
1901 WEST CENTRAL  
TOLEDO 6, OHIO

March 23, 1960

Mrs. Kathleen N. Lardie  
Manager, Station WDTR (FM)  
Detroit Public Schools  
9345 Lawton Ave.  
Detroit 6, Michigan

Dear Kay:

Neither of us is a shrinking mimosa type, but after the Omaha meeting in which the University of Oklahoma cowboy rode roughshod over the in-school contributors, particularly WNYE, I can readily understand why no one wishes to submit a series to the same type of attack. I mention this because your point one, asking for a listing of criteria, reminded me that whatever criteria we, as a committee, establish may not be the criteria employed by university and college broadcasters who also try to serve elementary and secondary school audiences. In-school criteria should be the product of the broadcasters of in-school materials. The critic's role is too easy if there is no responsibility on his part to determine the criteria of acceptability except ex post facto. What is the record--does it show a drying up of submissions before or after the Omaha meeting?

Encouraging people to submit programs, point two, can be done by grants-in-aid, perhaps, but I question whether this is really a factor. A friendly climate of opinion is more desirable than funds. If we could establish by questionnaire the needs of all member stations for in-school program series, then we might be able to commission or solicit certain stations to produce a series or at least part of a series. As an ice-breaker, we might establish a format on Cities of the U.S.A. and ask every station to produce a program (or programs) dealing with its home city or a neighboring city it knows well or could easily research. I'd suggest that for the sake of stimulation that we offer every submission in such a series without comment. If our format is foolproof we won't be risking much. There are stinkers in well mounted commercial series, too.

Yes-to point three: preview-tryouts; and yes, to point four. I do plan to submit a series of twelve programs for the third grade--it's a continuation of the How You Talk speech series by Dr. Hawk which was accepted by the network. The continuation deals with vowels.

I'm also submitting this year's version of Making Friends with Music. This series, with different talent, has also in past years been on network. The handbook is the best we have ever had, the planning is the best, but our music department personnel responsible for the planning feel that the execution falls short of the promise. This may be true, but the classroom use of the series has been extensive and enthusiastic in spots. In a lean year it may suffice.



At the intermediate grade level we have a series Let's Talk It Over which continues the How You Talk pattern. I've submitted it before and heard nothing. Critical comment as to why a series is rejected would be helpful. This one is planned by, written by, talent by, and produced by Dorothy Matheny who also had the idea for How You Talk, researched it, stimulated Dr. Hawk into doing it, produced it, edited it. In view of the paucity of material in remedial speech areas, perhaps a series like this should have an analysis in depth of its shortcomings for network use. It is doing a job for us, we could revise it if its faults aren't basic, but if they are we need that opinion.

Do you plan to listen to programs at the Columbus meeting? I know that we won't have much time, but I don't believe that a list of criteria is half so helpful as listening to a program. If it communicates--even though it violates all the critical canons--why should we reject it?

Sincerely,

/s/  
Harry D. Lamb  
Director

hdl/jb

CC:Robert Underwood,Jr.



**KHSC-FM**

90.5 M C S

RADIO VOICE OF HUMBOLDT STATE COLLEGE,  
ARCATA, CALIFORNIA

(Affiliated With NAEB Radio Network)

March 2, 1961

Mr. William G. Harley, President  
National Association of Educational  
Broadcasters  
1346 Connecticut Avenue  
Washington 6, D. C.

Dear Mr. Harley:

I was pleased to learn that I had been appointed to the  
Radio Network Acceptance Committee of NAEB.

As a new member station, we at KHSC-FM have not had too  
much opportunity for close contact with the network outside  
of receiving network service.

I just wanted you to know that, for myself and the rest  
of the staff at KHSC, we will be most pleased to serve the net-  
work and NAEB in any way possible.

Yours truly,

George D. Goodrich  
Director, KHSC-FM

GDG:mdf

10 March 1961

Mrs. Kay Lardie,  
Station WDTR  
9345 Lawton Avenue  
Detroit, Michigan.

Dear Kay:

The preparation of new committee lists for inclusion in the March issue of our Newsletter, reminds me that I have failed to express my deep appreciation for the outstanding job you have done as chairman (or should I say "chairlady"?) of the Network School Committee.

The fact that the in-school programs of our network have maintained such high standards is tribute to the yeoman efforts of yourself and your fellow committeemen. I am well aware of the problems which have beset your committee in attempting to secure and audition programs for the in-school service, this being one of our most "difficult-to-provide" services.

Since you had indicated to Harold Hill and Bob Underwood your desire not to be renamed to this committee and had placed it third on the list of committee preferences you sent in, I felt we should abide by your wishes, although I know Bob and the committee will miss your guiding hand.

I also want to thank you for your indicated willingness to serve in any committee capacity which we felt would be most helpful to the Association. I was pleased to be able to place you on the committee indicated as your first preference. It is your devotion, and that of the other committee chairmen and members, which gives the NAEB its true strength.

Sincerely,

William G. Harley

jph

RADIO NETWORK SCHOOL COMMITTEE

TERM

Harry Lamb, Chairman WTDS-FM Toledo Public Schools 1901 W. Central Avenue Toledo 6, Ohio	
Nancy Hendricks Instruction Center, Indianapolis	2
Ainslee Bricker KUHF University of Houston	1
McCabe Day WVSH-FM Huntington City Schools	1
Claude Smith Director of Radio & Instrumental Music Evansville School Corporation	1
John Sttig Director of Radio and Audio-Visual Education Columbus Board of Education	3
Robert Boston WFEE Flint Public Schools, Flint Michigan	2
Worthington A. Gregory WSHS Sewanahaka High School, Floral Park, N.Y.	2
John von Szeliski University of Tampa	3
Ruth Plakias Stations WHA-AM-FM Madison, Wisconsin	3



February 1, 1961

Mr. Harry D. Lamb  
WTDS-FM  
Toledo Public Schools  
1901 W. Central Avenue  
Toledo 6, Ohio

Dear Harry:

I should like you to accept appointment as Chairman of the Radio Network School Committee of NAEB for the year 1961. This is an important responsibility and one that I hope that you can accept.

Enclosed is a list of suggested names of other members of the committee. I should like to begin this year a plan to help insure fuller participation by the membership in committee activities by involving "new blood", while yet preserving continuity; namely, an arrangement whereby members would be appointed for stipulated terms of three, two or one year. After the first year, three members would go off and three new members come on annually. Chairmen would have one year appointments but be eligible for reappointment.

May I have your reactions and suggestions as soon as possible so that I can complete the committee roster for announcement in the next Newsletter.

Cordially yours,

William G. Harley

WGH:mem

Enclosure

notice sent names checked  
2-13-61

RADIO NETWORK SCHOOL COMMITTEE

TERM

✓ Harry Lamb, Chairman	2
Nancy Hendricks ✓ 2/24 <i>Instruction Center, Indianapolis</i>	2
✓ Ainslee Bricker KUHF University of Houston ✓	1
✓ McCabe Day ✓ WVSH-FM Huntington City Schools	1
✓ Claude Smith ✓ Director <sup>m</sup> of Radio & Instrumental Music Evansville School Corporation	1
✓ John Sittig ✓ Director of Radio and Audio-Visual Education Columbus Board of Education	3
✓ Robert Boston ✓ WFBE Flint Public Schools, Flint, Mich.	2
Worthington A. Gregory ✓ WSHS Sewanahaka High School, Floral Park, N.Y.	2
John von Szeliski ✓ University of Tampa	3
Ruth Plakias ✓ Stations WHA-AM-FM Madison, Wisconsin	3

# RADIO NETWORK SCHOOL

✓ Harry Lamb Toledo, Ohio	x	<del>ExxxRxx</del> <del>LxxAngxxxxx</del>	3
Warren Bower New York U.	2	<del>MarxxxExxx</del> <del>UxxxxSxxBakxxx</del>	1
John W. Dunlop Auburn U.	2	Larry Walcoff State U. of Iowa	2
M. McCabe Day * ✓ Huntington, Indiana	1	Rev. W. Mutaugh Providence, R. I.	3
Vernon McKown New Albany, Ind. *	x	Patricia Swenson Portland, Oregon	1
Larry Frymire * WKAR	2	Sister M. Rosalie Pittsburgh, Pa.	4
Kay Lardie Detroit	3		

James A. Fellows Syracuse U.	3
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✓ W. A. Gregory Floral Park, N Y	x
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Frank Knorr Havertown, Pa.	1
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Thomas Maitre San Francisco, Cal.	1
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John Groller Los Angeles,	x
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Marie Scanlon Newark, N. J.	1
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Clifton Schrapp Des Moines, Iowa	1
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✓ John Sittig Columbus, Ohio	1
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✓ Robert C. Boston Flint, Michigan	1
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William Jones Boonej N. C.	5
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<del>Arlene McKellar</del> <del>Madison, Wis.</del>	2
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John Szeliski Univ. of Tampa	x
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## RECOMMENDATIONS

### REFERRED

### BY

Elizabeth Patapoff	J. M. Morris
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George C. Johnson	Elmer Sulzer
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THE TOLEDO BOARD OF EDUCATION  
TV Education Department  
Toledo 8, Ohio

September 13, 1962

Mr. Robert C. Boston  
Director of School Programming  
St. Louis Educational TV Commission  
6996 Millbrook  
St. Louis 30, Missouri

Dear Bob:

The NAEB convention follows immediately the meeting of the NETRC Affiliates in New York City, and with the NAEB meeting following immediately on its heels, it means a full week's absence from the job. I know, as you do, the economy argument for travel costs, but it is still a consecutive week of school time and I can neither afford it for lack of staff, nor for local reasons at this time.

You are still on the radio network committee for the remainder of 1962 according to the listing in NAEB Committees & Members-1962. I hope you can attend, for you have an incisive mind and quickly appraise the value to school broadcasters of both programming and utilization of school programming.

Sincerely,

Harry D. Lamb  
Director, TV Education  
General Manager, WOTE-TV

HDL/jb

~~CC: Harold Hill, NAEB~~

Dear Harold,

Bob Boston would make a good chairman of the committee, either interim or permanently. He is director of school programming for KETC-TV now, and I don't know whether his work includes the radio station, but he could represent both media with his background.

~~X87~~  
HDL j.



\* RADIO NETWORK SCHOOL COMMITTEE

Harry Lamb, Chairman

WTDS-FM

Toledo Public Schools

1901 W. Central Avenue

Toledo 6, Ohio

Robert Boston, 1962

Flint (Michigan) Public Schools

Worthington A. Gregory, 1962

Sewanahaka High School, Floral Park, New York

Nancy Hendricks, 1962

Indianapolis Public Schools

Ruth Plakias, 1963

University of Wisconsin

John Sittig, 1963

Columbus (Ohio) Board of Education

Carl Falb, 1964

Akron Public Schools

James Fellows, 1964

~~Empire State School of the Air~~

Empire State FM School of the Air (New York)

Jean Minge, 1964

Orleans Parish School Board (New Orleans)

NAEB RADIO NETWORK

119 Gregory Hall  
Urbana, Illinois

hek

To: Radio Network School Committee

From: Robert E. Underwood, Jr.

Date: April 26, 1962

Re: Additional Submissions  
Roundup of Submissions  
Committee Meeting

Enclosed please find information (all that has been received) on INTROSPECT, THE WORLD OF SCIENCE, HISTORY HIGHLIGHTS and TALES TO TELL.

We have shipped audition tapes of IDEAS FROM A CORRESPONDENT, NEIGHBORS, THEY STRIDE THE LAND, TALES OF THE YET TO COME, SONGS OF OTHER LANDS, INTROSPECT, THE WORLD OF SCIENCE, SCIENCE SURVEY and HISTORY HIGHLIGHTS. The audition tape for TALES TO TELL has not been received as yet; it will be rushed to all concerned as soon as it arrives here, or I will bring it with me to Columbus.

Attached is a sheet listing all of the submissions received. You should have a form and/or manual material for each submission, and tapes of all submissions save TALES TO TELL have been mailed. Since I have heard nothing I assume that all previous materials have been received.

I am requesting a meeting room at the Deshler-Hilton in Columbus for us from 1:30 p.m. to 5:30 p.m. on Wednesday, May 2. Since the first IERT function begins at 5:00 p.m. (a reception), a meeting at this hour will not inconvenience anyone too much. The announcement of the meeting time and place should be posted in the lobby of the Deshler-Hilton; however, if it is not posted please feel free to call me. I'm set to arrive in Columbus on May 1.

I hope all will be able to attend the meeting.

REU/dp

SUBMISSIONS, 1963-64 NETWORK IN-SCHOOL OFFERING

1. INTROSPECT (WBAA) - 26 programs
2. THE WORLD OF SCIENCE (WBAA) - 28 programs
3. HISTORY HIGHLIGHTS (WBAA) - 28 programs
4. TALES OF THE YET TO COME (WBGO) - 14 programs
5. NEIGHBORS (WBGO) - 14 programs
6. THEY STRIDE THE LAND (WBGO) - 13 programs
7. SONGS OF OTHER LANDS (WNYE) - 30 programs
8. SCIENCE SURVEY (WNYE) - 30 programs
9. IDEAS FROM A WRITER (WFBE) - 1 program
10. GUY CARAWAN SINGS (WFBE) - 1 program (30 minutes)
11. PRESENTING JOSE GRECO (WFBE) - 1 program (29 minutes)
12. IDEAS FROM A CORRESPONDENT (WFBE) - 1 program
13. MIKE CABLE (WFBE) - 14 programs
14. IDEAS FROM A WRITER (WFBE) - 1 program
15. SPANISH TODAY (EMPIRE STATE FM) - 16 programs
16. THE OLD WORLD TODAY (KBPS) - 18 programs
17. ECOUTEZ (KBPS) - 16 programs
18. SCIENCE IDEAS II (KBPS) - 16 programs
19. WIE GEHT'S? (KBPS) - 16 programs
20. THINK YOUR ANSWER (KSLH) - 14 programs
21. EXPLORING SCIENCE (KSLH) - 14 programs
22. WESTERN HEMISPHERE: BEYOND THE STATES (KSLH) - 14 programs
23. NOUS PARLONS FRANCAISE (WNAS) - 22 programs
24. TALES TO TELL (KUSD) - 26 programs

San Diego State College  
San Diego 15, California

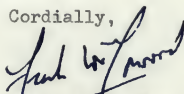
June 20, 1962

Harold E. Hill  
Administrative Vice President  
NAEB  
1346 Connecticut Avenue, N. W.  
Washington 6, D. C.

Dear Mr. Hill:

With regard to your memo of June 14, we have no strong opinion for or against John Finster's proposal. Although San Diego State operates the same kind of school year as Mr. Finster outlines, KEBS is on the air 52 weeks of the year, and so this would offer no particular advantage for us. Neither, to my knowledge, would it offer any particular disadvantage.

Cordially,



Frank W. Norwood  
Associate Professor, Speech Arts  
Program Director, KEBS (FM)

F'WN:bm



NAEB HEADQUARTERS  
1346 Connecticut Avenue, N.W.  
Washington 6, D.C.

MEMORANDUM

TO: Robert E. Underwood, Jr., Network Manager  
NAEB Network Program Committee  
NAEB Network School Program Committee

FROM: Harold E. Hill

DATE: June 14, 1962

Below is an excerpt from a letter just received from John Finster, Program Director, WETL, School City of South Bend, Indiana. Frankly, my own opinions on his suggestion are somewhat divided - his suggestion makes good sense so far as our school stations are concerned, but not only departs from what people normally think of as the "quarters of the year" but also would perhaps present some billing problems for us. However, always wanting to be pliable enough to consider suggestions, I am passing this on to you with a request that you give the matter some thought and pass your reactions on to the chairman of your respective committee, who, I trust, will then pass along to me (with a copy to Bob Underwood) a consensus committee opinion. After that, considering all factors, we will see whether a new quarterly system seems called for.

"I submit it would be of considerable value to many stations, especially public school systems, if the 3rd quarter were to begin in September and the 2nd quarter were to end in May. Consequently, this schedule would more nearly coincide with the school year. This would dictate the 3rd quarter as September, October, and November, the 1st quarter as December, January and February and the 2nd quarter as March, April and May. In view of many school stations completing their schedule in late May and beginning again in early September, one can readily see the number of 2nd quarter programs not used and the number needed in September if the station does not take the 3rd quarter offering."

HEH/mlm

cc: William Harley  
Richard Hull  
Ken Kager  
Raymond Hurlbert  
John Finster

## NAEB CONVENTION IN MILWAUKEE A SUCCESS!

<sup>800</sup>  
Over 500 people attended the annual convention of the National Association of Educational Broadcasters held in Milwaukee, Wisconsin. Conventioners heard about the reorganization plan of the NAEB. Next year's convention is planned for Dallas, Texas.  
Austin

## KSLH OFFERS PROGRAMS ON GUIDANCE

Station KSLH, St. Louis Board of Education FM Station, is presenting many programs in the area of guidance. Mr. Achiever, for example, is designed to promote good study habits and better school achievement. It is directed primarily to a culturally, disadvantaged district within the St. Louis Public School system. The programs are planned and performed by people within that district. Mr. Achiever is a mythical character who gives suggestions and hints on how pupils can succeed in school. The progress and academic achievement in the area has been outstanding. A few titles of the programs are: "Developing Good Study Habits," "Getting Along With Others," "It Pays To Stay In School," etc. Another series entitled Know Yourself is designed to help 7th and 8th grade boys and girls understand and talk about their own emotional reactions. Students listen to a dramatization of a life-like situation and then hear a panel of teenagers discuss it. It is hoped that from such discussions, junior high pupils can learn more about themselves. An example of a program title is "The Effects of Worry."

## VIP MAILING LIST

This idea comes from Betty Girling, Director of Minnesota School of the Air. Any NAEB Inschool Broadcasters who have materials they would like circulated, should send their name with a list of materials available to the editor of INSCHOOL BROADCASTER. We will then compile the list and offer in next month's edition materials available and station names.

## WBGO, NEWARK, HAS NEW SERIES

WBGO, Newark, New Jersey, has two new series in the works. The first Tale and Tune for grades 4 and 6 accenting the relationship between certain books and music. Examples "Alice in Wonderland" and Deems Taylor's "Through the Looking Glass." "Huckleberry Finn" and Grofe's "Mississippi Suite." The second series is Rhythm and Rhyme, which is poetry for grades 4 and 6. On this program only poems requested by listening children are read. If it is possible, the child is identified along with the teacher and school. In this way, WBGO draws "flocks of very stimulating fan mail."

## TAPE RECORD RADIO PROGRAMS

WBEZ, Chicago, recommends when broadcast times are not convenient, a tape recording can be made when a program is being heard by a class, or "silently" while other class activities are under way. WFBE, Flint, Michigan, has a sheet, compiled by Chief Engineer Edward A. Rauch, which tells in simple terms how to make a tape recording from a broadcast. If any other Inschool Broadcasters are interested, please write to WFBE-FM, Oak Grove Campus, Flint, Michigan, 48503. We will be happy to mail one out to you.

## PROGRAMMING IDEAS

This list comes from Betty Girling, Minnesota School of the Air, offering a few areas that we might be thinking of for future programming. Drop-Out Problem: The time to tackle this problem is when the attitudes leading to it are being formed. Suggested grades 4, 5, and 6. Attitude Education: A positive approach to ALL MINORITY PROBLEMS, long overdue in social studies. Mental Health: One of our major health problems, yet substantial  
(OVER)

curriculum treatment in any school is rare in the area of mental health. A program in this area would be refreshing.

#### NEW SCIENCE SERIES AT WFBE

Plans are under way for a SCIENCE NEWS PROGRAM for the junior high level second semester, at WFBE-FM, the Flint Public School Station. The first five minutes of the program will deal with science in the news and will be written on a weekly basis. The last ten minutes of the program will consist of stories of "achievements" in science, i.e. the discovery of penicillin; discoveries in the antarctic; new space developments; etc. All these will be dramatized and kept for use in the fall as a repeat program with the first five minutes replaced with science news.

#### FOREIGN VISITORS TO WFBE

Muhamadu Sani Kontagora, Nigerian broadcasting executive, recently visited Radio Station WFBE, Flint, Michigan. Mr. Kontagora is advisor to the Broadcasting Company of Northern Nigeria and reported that "...the PEACE CORPS is reaching the people of the villages and towns and helping them. One member is worth \$10,000.00 in foreign aid." He suggested that Americans learn more about the history of other peoples, especially those of developing countries. Other visitors have been Mr. T. Tomason, Director of International Broadcasting Service, Bussum, Holland; Tatalli Sare, Santiago, Chile; and Chan Heng Wah, Singapore, Malaysia.

#### KDPS-FM-TV REPORTS

Mr. John Montgomery, Director of ETV, reports some ideas to improve the utilization of KDPS-FM. The following ideas are getting extensive consideration for this year:

1. Scheduling junior and senior high programs to fall within a given period
2. Selecting FEWER of the BEST programs at all levels
3. Using radio for some inservice instruction
4. Listing radio programs in TV lesson plans.

#### INSCHOOL BROADCASTER

THE INSCHOOL BROADCASTER IS A MONTHLY PUBLICATION AND IS A REGULAR FUNCTION OF THE NAEB AND ITS RADIO NETWORK SCHOOL COMMITTEE. Those include:

Robert Card, KSHS  
Carl Falb, WAPS  
John Sittig, WCBE  
Arthur Van Allen, WIAN  
Jeanne Hinge, WNPS  
Ruth Plakias, WHA  
Gertrude Hoffsten, KSLH  
James Fellows, NAEB (Chairman)  
Stephen All, WFBE

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EDITOR.....Stephen A. All  
EDITORIAL STAFF.....Susan Kilmer  
Nora Perry  
11-18-63



*In School  
Broadcaster  
mlm*

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 Connecticut Avenue, N.W.

Washington, D. C. 20036

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MEMORANDUM

To: Radio Network School Committee

October 29, 1963

I think you'll be pleased to see the superb job Steve All has done putting together Volume I Number 1 of the Inschool Broadcaster. He would like to prepare Volume I Number 2 for distribution at the Convention, so if you have any suggestions for material, by all means send it along to him. I am sure he would be interested, too, in whatever comments you have about the newsletter.

Don't forget the meeting of the Committee in Milwaukee at 3:30 p.m., Sunday afternoon. The meeting place will be listed in the Convention Program.

Sincerely,

*Jim Fellows*

James A. Fellows, Chairman  
Radio Network School Committee

JAF:ac

Enclosure



### NEW HEALTH SERIES AT WHA

The Wisconsin School of the Air will present a new health series on radio in January, 1964. For a long time they have been searching for the "just-right" person to put over the idea of the importance of a healthy body and mind.

The "just-right" person is Dr. H. Kent Tenney, Emeritus Professor of Pediatrics in the University School of Medicine. His relaxed, informal manner has particular appeal for the boys and girls. He visits with them about health in terms of their own interests and experiences.

He points the way to good health practices, born of understanding and regard for the wonderful workings of the human body.

### HOMEROOM '64

A new concept for junior high programming is being tried by the Flint Public Schools and WFBE-FM this year. At 8:30 a.m. (when all eight junior highs start their homeroom period) HOMEROOM '64 takes to the air; for five minutes music is played with only one interruption reminding the teacher "Homeroom '64 starts in two minutes and thirty seconds; at 8:35, news of the world, nation and local area is presented. All students have notebook size maps available with reference points of letters and numerals along the edges. By calling attention to a specific map, then referring to the specific spot in the news, each pupil can identify the news locale. Interviews with such persons, as Amy Vanderbilt and William L. Shirer (who have appeared in Flint at lectures,) are used along with guidance features, reports of school activities, sports, and open-ended features. At this early date, HOMEROOM '64 has been well received by teachers and students in all of the Flint Public junior high schools.

### TAPES AVAILABLE

The National Aeronautics and Space Administration has tapes available to all educational radio stations. These are programs concerning the developments in space science. There are interviews with leading space scientists, the sounds of missiles, possible inserts for local news stories and programs available in their entirety. The address for these tapes is: NASA, Code AFEA-1, Washington, D.C. 20546.

### LOTS OF MUSIC

FESTIVAL OF SONG, a series produced by the University of Michigan, Station WUOM, is in the 14th year of production. Over 25 stations in Michigan, both educational and commercial, carry the program. An estimated audience of over 250,000 school children listen to the program.

### CIVIC SERIES AT WETL

This year WETL, the FM radio service of South Bend Community School Corporation began broadcasting a new series of programs entitled "Close-up South Bend." This series of 15 fifteen-minute programs was designed for use in the sixth grade unit of social studies: SOUTH BEND AND ITS RELATION TO THE WORLD. This unit presents the city within its national and world setting. It stresses interdependence, but is also concerned with civic government, industrial activities, and local history. The series features statements and/or interviews with governmental and industrial leaders. They are asked to explain the purpose of their department or agency or to tell how their firm is dependent on others for raw materials, etc. and why their company is located in South Bend. Historical incidents are dramatized.

### HIGH SCHOOLS ARE OUT?

Many stations have despaired of ever building a high school audience, and devote almost all of their broadcast day to grades K-9. High school series are being made available on tape and teachers are asked to use them in this form. Is this a policy among the other inschool broadcasters? Or is it impossible to schedule programs at times when high schools can receive them by radio and tape them themselves? We would like to hear from other school stations as to their feeling toward this problem.

### WBGO, NEWARK, PROMOTES UTILIZATION

In order to promote utilization in elementary and junior high schools, members of the WBGO staff for the past two years have been visiting all schools at the beginning of each year to talk individually with principals and key teachers. In each school at least one teacher on every grade level or subject area is visited and advised on all series appropriate to her classes. That teacher is then asked to contact the others. Staff members feel this two-way communication has been very fruitful--especially to the WBGO staff!

### GUIDEBOOKS AVAILABLE

Elizabeth Marshall, Assistant Director of Radio-TV, WBEZ-FM, Chicago, Illinois, tells us that this semester 37 guidebooks have been prepared for the various series used in their city. NAEB members who are interested may send for WBEZ guidebooks.

(MORE)

## NOW HEAR THIS.....

WBG0, Newark, New Jersey, has produced two series on the teaching of listening techniques. The first, LEARNING TO LISTEN is for grades K-3 and its sequel LISTEN, MY CHILDREN is planned for grades 4-6.

## WBEZ, CHICAGO

WBEZ received an award from the division of Radio and Television this summer. The 1963 NAFBRAT citation for the program was received from the National Association for Better Radio and Television. WBEZ marks its 22nd year in broadcasting with its return to the air this fall.

## PROGRAM IDEA?

In a recent program for FOCUS: AFRA-ASIA, the producer of the program interviewed, separately, officials of Israel and Iraq asking the same question on matters of concern and conflict to both. The interviews were then integrated into one program with Arab and Israel answers to each question spliced back to back. This reminds us of a similar program in which WFBE interviewed the two candidates for governor separately giving them each the same five questions. They were then spliced back to back and students were given the opportunity to hear the two candidates answer the same question. This might be an idea for next year's election.

## KSLH, ST. LOUIS

One of the NAEB's greatest contributors starts its 14th year of operation. Some of the new programming includes THINKING AHEAD, a series of programs designed to help the 8th grade pupil plan for a high school education; CHAPTER A DAY, a program for after-school listening featuring children's stories by favorite American authors; WAYS TO WRITE, programs planned to help children gain facility and skill in various kinds of writing; and in the field of music a catchy title gets interest among KSLH listeners -- AROUND THE WORLD IN 88 KEYS, a seven-program series of the music of people from around the world.

## WBEZ, CHICAGO

WBEZ sends out program bulletins to all teachers and calls their resume of all radio programs "Schedule-at-a-Glance" giving the teacher an opportunity to see what is offered in a given subject area on a given day to a given group. WFBE also has a similar device which is called a "Quick-Reference." Any stations interested may receive a sample copy from either of the stations: WBEZ, Chicago, Illinois; WFBE, Oak Grove Campus, Flint, Michigan.

## WFBE CELEBRATES TENTH ANNIVERSARY

WFBE, the Flint Public School's Radio Station, celebrated its 10th anniversary, October 10, 1963. Invitations to former students and staff were sent and an open invitation to visit the studio during the day was extended to the public. Miss Ola Hiller, the founder of Radio Station WFBE, was present to greet guests. Many congratulatory telegrams and greetings were received from around the country.

## A WORD ABOUT INSCHOOL BROADCASTER

At a meeting earlier this year, members of the Inschool Broadcasting Committee of the NAEB decided that an information-type newsletter would be of great value to other inschool broadcasters around the country. We took it upon ourselves to volunteer our services by formulating these ideas into the sheet of paper you are now reading. To our readers, we have but one word and that is "Help!" Any comments, criticisms pro and con, will be welcomed. We feel this should be the type of newsletter we can all contribute to and hope it will prove helpful to all. It is a place to exchange ideas, to verbalize and brainstorm possible untried ways in broadcasting. We have tried to give you a few names and places to write for ideas. If any of you have handouts, information sheets, or devices that you have found useful at your station, why not make them available to others? For this year, please send all letters concerning the INSCHOOL BROADCASTER to: Stephen A. All, Manager, Radio Station WFBE-FM, Oak Grove Campus, Flint, Michigan 48503.

## SEE YOU AT THE CONVENTION!

As you all know by this time, the NAEB Convention will be held in Milwaukee, Wisconsin. Robert Lewis Shayon, Radio-TV critic for the Saturday Review will give the keynote address. Arthur Sylvester, Assistant Secretary of Defense for Public Affairs, will speak at the general session. Dates for the convention are:

Sunday, November 17  
through  
Wednesday, November 20

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EDITOR.....Stephen A. All  
EDITORIAL STAFF.....Susan Kilmer  
Nora Perry

My Com File

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NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS  
1346 Connecticut Avenue, N.W.  
Washington, D.C. 20036

MEMORANDUM

→ To: Radio Network School Committee

March 12, 1964

Bob deKieffer, Chairman of the National Tape Repository Committee, has indicated that he will be sending to you shortly, tapes which have been submitted to the Tape Repository at the University of Colorado. We sent general information about this project earlier, and additional material which is necessary for evaluation will accompany the tapes which are sent to you.

I want to remind you that April 1 is the deadline for submission of programs for the NAEB in-school radio network. As soon as these have been received by Bob Underwood, you'll also be receiving some tapes from him for evaluation and review.

Our next meeting will be held at the Institute for Education by Radio and Television at Columbus, Ohio, the week of May 2-5. The exact date has not been set yet, so if anyone has a preference for one time or another, please let me know.

James A. Fellows  
Chairman

JAF:sc

Scanned from the National Association of Educational Broadcasters Records  
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"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



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